



香港恒生大學  
THE HANG SENG UNIVERSITY  
OF HONG KONG



School of Business  
The Hang Seng University of Hong Kong

# NextGen Video Challenge: Powered by AI

*This is not just a video challenge, it is a creative movement!*





# Mission Briefing

## Create

1-minute video showcasing SBUS excellence through your unique lens

## Innovate

Integrate AI tools for editing, voiceovers, animation, and storytelling

## Inspire

Spotlight real people, programmes, and experiences that define SBUS



# Why This Matters



## AI Mastery

Explore how AI transforms business and learning in your academic journey



## Digital Creator

Step beyond content consumer to become a digital storytelling pioneer



## Innovation Hub

Showcase SBUS as a center of creativity and real-world impact



# Participation Matrix

If you're an SBUS student, no matter your programme or year, you're in!

## Individual Category

Solo submission open to all SBUS students, any programme, any year

## Group Category

Team of up to 4 SBUS students. Collaborate and submit as a group.

### Important Notes:

- 1) You may participate in **only one category**—either Individual or Group, not both.
- 2) Submissions from **non-SBUS students will not be evaluated**.

# Theme Selection

## Theme 1: Faculty Teaching Excellence

Celebrate the professors who inspire and elevate learning through innovation

## Theme 2: Student Learning Experience

Capture the energy, diversity and ambition of SBUS students.

## Theme 3: Curriculum Innovation

Showcase how SBUS prepares students for the future of business.

## Theme 4: Real-world Impact

Demonstrate how SBUS makes a difference in business, academia, and society.

# Sample Ideas for Each Theme:

## Theme 1: Faculty Teaching Excellence

- Showcase a faculty member known for exceptional teaching, mentorship, or innovation
- Include classroom moments, student testimonials, or interviews
- Highlight a teaching method, philosophy, or moment that made a lasting impact

## Theme 2: Student Learning Experience

- Feature student life inside and outside the classroom—clubs, competitions, internships, campus culture
- Share personal stories or group experiences that reflect growth and connection
- Show how SBUS supports student success in meaningful ways

## Theme 3: Curriculum Innovation

- Highlight a cutting-edge course, interdisciplinary programme, or hands-on learning experience
- Include visuals of projects, simulations, or real-world applications
- Show how the curriculum responds to emerging trends like AI, sustainability, or global strategy

## Theme 4: Real-world Impact

- Share alumni success stories, startup launches, community projects, or industry collaborations
- Include measurable outcomes—job placements, awards, ventures
- Show how SBUS connects learning to leadership and impact



# Submission Requirements

01

## A Video Link

Maximum 60 seconds showcasing your submission, incorporating the use of AI tools to spice it up, whether it is editing, voiceovers, animation, you name it!

02

## 300-Word Write-Up

Telling us your theme, your idea, how you used AI (the tools, prompts you have used, etc.), and sharing the story behind your video and what you hope it says

03

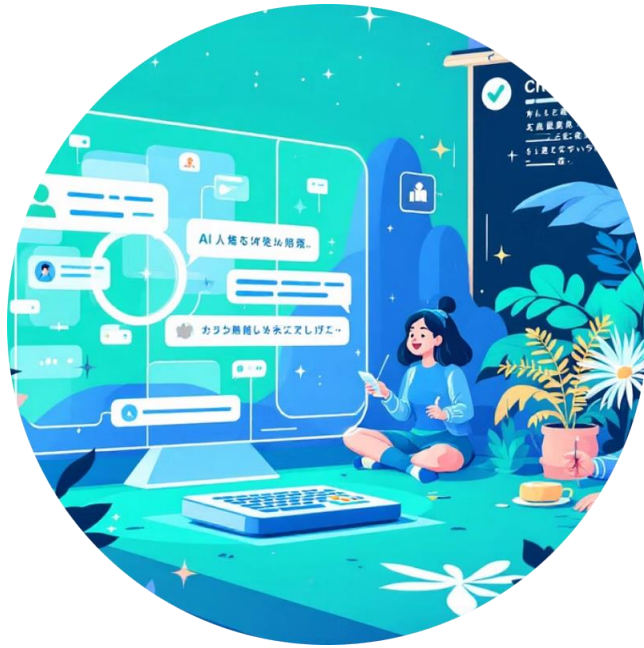
## Portal Submission

Submit via official portal by  
**30 November 2025, 23:59 HKT**



# What AI tools can I use ?

To support you in integrating AI creatively and confidently, here are some beginner-friendly tools, categorised by function. You are not limited to these and can feel free to explore others, but this list offers a great starting point for your video production journey.



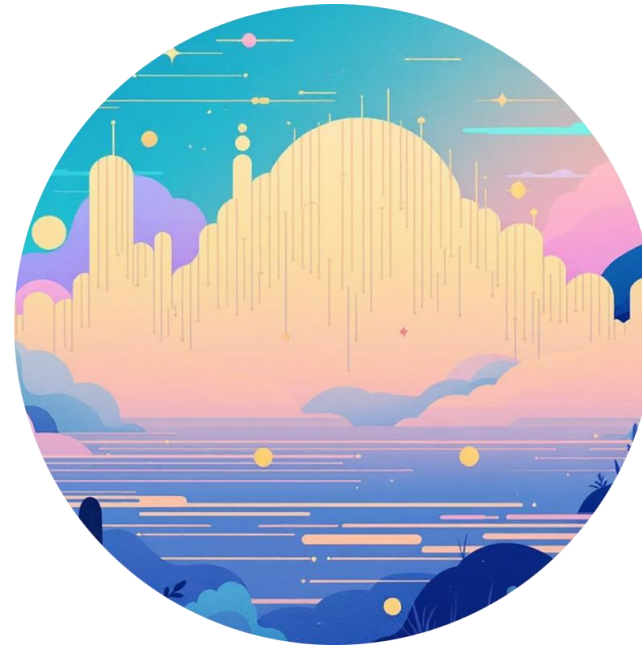
## Scriptwriting

ChatGPT for dialogue and narrative structure



## Video Editing

Runway, Descript for auto-editing and transitions



## Voiceover

ElevenLabs, Descript for synthetic speech

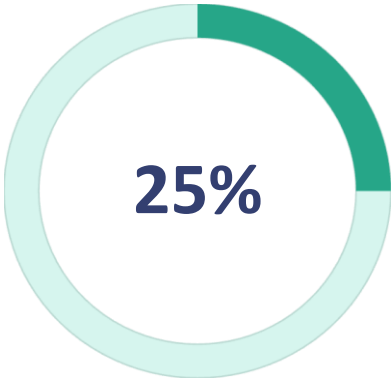


## AI Presenters

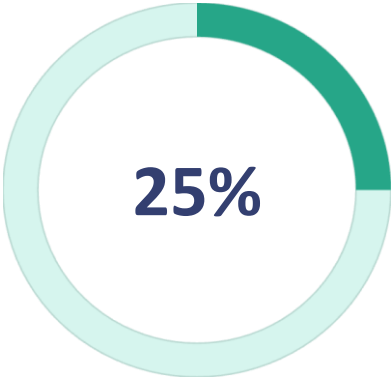
Synthesia, HeyGen for AI avatars



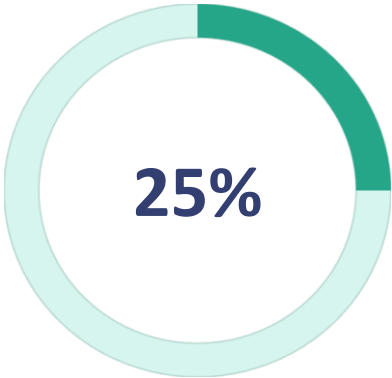
# Evaluation Matrix



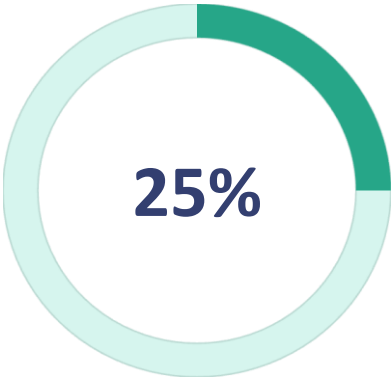
**Creativity & Originality**  
Fresh, distinctive take on chosen theme



**Technical Skill & AI Integration**  
How well your video is made and how effectively you use AI tools



**Storytelling & Clarity**  
The clarity, flow, and emotional resonance of your story



**Audience Engagement**  
How your video connects with viewers and encourages interaction

**\*\*A panel from SBUS School Management—including the Dean, Associate Deans, and Department Heads—will evaluate submissions based on creativity, technical skill, storytelling, and audience engagement.**

## What Prizes You Will Win

### Individual Category

Champion: Apple MacBook Air (HK\$9,499)

First Runner-up: Apple iPad Air (HK\$7,499)

Second Runner-up: Apple AirPods Pro3 (HK\$1,849)

### Group Category

Champion: Apple gift vouchers valued at HK\$12,000

First Runner-up: Apple gift vouchers valued at HK\$8,000

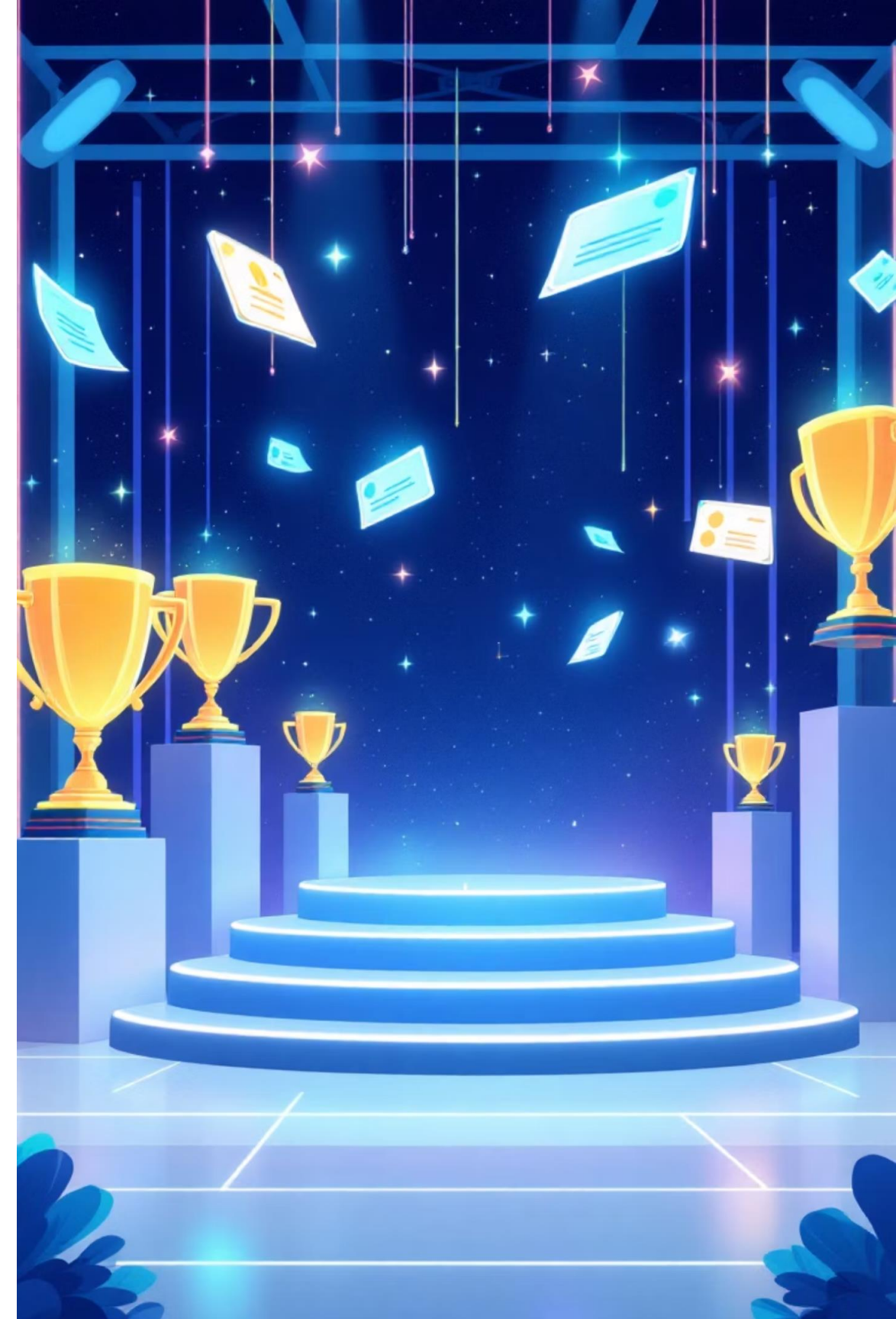
Second Runner-up: Apple gift vouchers valued at HK\$4,000

### All winners will have the opportunity to:

- Participate in a Summer AI Bootcamp to level up your tech skills
- Join a Study Tour to a regional business hub to learn, explore, connect
- Conduct a Feature Interview on SBUS website and newsletter
- Receive a Certificate of Achievement and Recommendation Letter signed by the Dean

### Every participant who submits a video will receive:

- SBUS Merchandise Bundle
- A Digital Certificate of Participation





# Ready to Create?



## Film

Capture SBUS excellence



## Enhance

Integrate AI tools



## Submit

Provide your video link by deadline

Contact: +852 3963 5267 | [sbus@hsu.edu.hk](mailto:sbus@hsu.edu.hk)



# Some Rules to Remember

*Shoot Responsibly, Embrace Originality, Share Respectfully*—these are your backstage passes to a great submission. Here's how to keep it cool and compliant:

## Permissions

- Featuring people? Get their consent before filming, whether verbal or written.
- Doing interviews? Let them know how and where the footage will be used.
- Group scenes? Wide shots in public spaces are fine, but skip close-ups unless you have consent.

## Copyright & Usage Rights

- Use royalty-free music and licensed sound effects and visuals you have rights to use.
- Use AI tools responsibly to generate visuals, voiceovers, or animations that comply with the tool's licensing terms and does not replicate copyrighted material.

## Academic Integrity

- Your video must be original and created specifically for this challenge. Plagiarism or unauthorized reuse of prior work will result in disqualification.